

# Creative JOB SEARCH

## CAREER PROFILE-CHRONOLOGICAL

### Corrine Casanova

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#### CAREER PROFILE

I am a creative, efficient, persuasive, deadline-driven client-focused writer, editor and project manager with a passion for health and wellness. My skills include project management, writing of print and web content, substantive editing, copyediting, proofreading, medical writing, acquisitions, contract negotiation, video production, research, analysis, public speaking, marketing

#### EXPERIENCE

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##### **PARK NICOLLET, HEALTH SERVICES • ST. LOUIS PARK, MINN. • 2007-2009**

*Park Nicollet is an integrated care system that includes Methodist Hospital, Park Nicollet Clinic, Park Nicollet Foundation and Park Nicollet Institute.*

##### **HEALTH EDUCATION WRITER • HEALTH EDUCATION • 2008-2009**

- Coordinated and developed patient education materials and web content for Methodist Hospital and various Park Nicollet clinics.
- Collaborated with physicians and other clinical professionals to create a strategy for delivering high quality patient education programs using needs assessment tools.
- Compiled, wrote and edited patient education materials with internal clinical experts in the areas of bariatric surgery, eating disorders and pediatric obesity to create customizable patient binders allowing patients to have all their needed materials in one location.

##### **DEVELOPMENTAL EDITOR • INTERNATIONAL DIABETES CENTER • 2007-2008**

- Planned and developed high-quality diabetes education publications.
- Effectively led project development teams by creating and nurturing a strong team atmosphere with clinical partners.
- Communicated complex health and scientific concepts to patients written in a fifth grade reading level or below.
- Marketed services at national diabetes educator conferences.

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##### **HAZELDEN FOUNDATION, PUBLISHING & EDUCATION • CENTER CITY, MINN. • 1998-2007**

*Hazelden is a private not-for-profit alcohol and drug addiction treatment center. The Publishing & Education division provides proven-effective research based educational materials to professionals and clients in a variety of institutional settings.*

##### **ACQUISITIONS EDITOR/VIDEO PRODUCER**

##### **CRIMINAL JUSTICE/CHEMICAL DEPENDENCY TREATMENT TEAM • 2002-2007**

- Acquired, developed and edited research-based curricula pertaining to substance abuse/dependence in a treatment center, health care and criminal justice setting.
- Played a leading role in developing publishing strategy and ensuring the publication of curricula to meet a \$5 million net revenue goal.

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## CAREER PROFILE-CHRONOLOGICAL *CONTINUED*

### HAZELDEN FOUNDATION *(continued)*

- Completed profit and loss statements and consistently met budget requirements.
- Regularly reviewed research- and evidence-based practices in the areas of criminal justice and chemical dependency treatment.
- Hired and supervised freelance writers, editors and video production companies.
- Actively pursued project acquisitions at national/international conferences.
- Worked closely with authors, marketers and copy editors from manuscript development through publication.
- Negotiated contracts with authors, attorneys, government agencies and literary agents.
- Handled all managerial tasks in addition to regular job duties during supervisor's nine-month leave of absence.

### ACQUISITIONS EDITOR

#### CHRONIC ILLNESS INITIATIVE/HEALTHY LIVING RESOURCES • 1998-2001

- Acquired, developed and edited self-help and health care books for trade market.
- Developed and edited trade and professional books, video scripts and curricula.
- Coordinated public events for organization's 50th anniversary celebration.
- Evaluated trade proposals for publication.
- Approved marketing copy prior to publication.

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### UNIVERSITY OF MINNESOTA • MINNEAPOLIS, MINN. • 1988-1998

*The University of Minnesota is a public research university.*

#### MANAGING EDITOR • JOURNAL OF AGRICULTURAL & FOOD CHEMISTRY AMERICAN CHEMICAL SOCIETY • 1996-1998

#### ASSISTANT TO THE EDITOR • JOURNAL OF DENTAL RESEARCH INTERNATIONAL ASSOCIATION OF DENTAL RESEARCH • 1993-1996

#### ASSISTANT TO THE DIRECTOR • DENTAL RESEARCH INSTITUTE • 1988-1993

## EDUCATION

#### BACHELOR OF ARTS • JOURNALISM/NEWS-EDITORIAL SEQUENCE UNIVERSITY OF MINNESOTA, MINNEAPOLIS, MINN.

## ACCOMPLISHMENTS

- Lead and coordinator, Run Club, Coon Rapids Life Time Fitness, 2006-present
- Certified Toastmaster, Toastmasters International, 2007
- Freelance writer, published three articles in national magazine, *Today's Health & Wellness*
- American Council on Exercise group fitness instructor certification (in progress)